

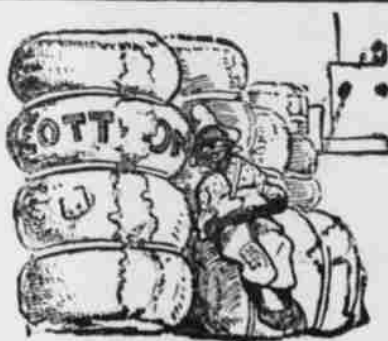
# TIME TO LOOSEN THE PURSE STRING

And Get Ready for Your Fall Buying

*Fredendall & Wilson*

This Store Has Not Arrived at it's Present Stage of Usefulness by Chance.

There's no luck or speculation about this business; it isn't the result of fortunate circumstances, but down-right honest hard work---work wherein your interests as consumers have been carefully studied at every corner and turn. We came here strangers. Our business friends today number into the thousands. They know us and have confidence in our merchandise and methods of doing business. If you don't believe all this, visit the store during the coming week. Note the satisfied buyers in each section and you'll believe there's trendship in business for we look upon every customer who leaves a dime or dollar in this store as a business friend.



## Staple Items at Money Saving Prices.

Best Indigo Blue Calico, 4c yard.  
Light Shirting Calicoes, 3c yard.  
Standard Black and White Calico, 4c yd.  
Amoskeag Staple Check Gingham, the best goods made, 5c yard, just what they are worth wholesale now. 2,000 yards of a 31-inch Standard Percale, in dark styles and also medium light patterns 5c yard, as cheap as calico and a great deal better cloth.  
Yard wide Unbleached Muslin, a regular nickle value, at 4c yard.  
Fine Sea Island Unbleached Muslin at 5c.  
Notice the quality of the yard-wide Bleached Muslin we sell at 5c.  
1,500 yards of a regular 7 1/4 Bleached Cotton goes out at 4c yard.  
Comfort Calicoes, the nickle quality, at 4c yard.  
All the best Comfort Calicoes which retail in other stores at 6c and 7c we have marked 5c yard; a chance for you to get your winter supply of comfort materials very cheap.  
Nice clean Cotton Bats that will unroll nicely at 5c, 8c and 10c.  
Our special is a full pound bat and as good as any 12c bat sold. Our price on the special is 10c.  
Wide heavy Cheviots at 5 and 7c.  
The regular 10c qualities of Cheviots we sell at 9c yard.  
Straw tickings at 5c, 7c, 8c and 10c.  
The best quality of Featherproof Ticking for 12c cents.

## Blankets and Flannels

Now as always we undersell all competitors. We've done it ever since we started the little Racket Store eleven years ago and we'll continue the same way.  
100 pair full size 10-4 gray cotton blankets at 39c pair.  
185 pair full size 10-4 cotton blankets, heavier than the above and comes in tans, whites or grays at 49c pair.  
85 pair 3 lb. 11-4 cotton blankets, size 64 x 80 inches, at 75c pair.  
60 pair 3 lb. 11-4 cotton blankets, size 64 x 80 inches, in white, gray or tan at 98c.  
4 lb. gray mixed wool blankets at \$1.98.  
All wool blankets in 4 and 5 lb. weights from \$2.50 to \$4.98 a pair.  
Regular 5-a horse blankets with straps and buckles, weight 5 1/2 lbs. at \$1.69.  
Heavy wool lap robes at \$1.25.  
15 pieces flannelettes in both light and dark styles at 5c yard.  
15 pieces heavier weight flannelettes at 7c, regular 8c values.  
40 pieces best quality flannelettes in both light and dark styles at 9c yard, the usual 10c cloth.  
15 pieces gray and brown Guinea flannels good weight, 8c yard.  
Checked shirting flannels, strictly all wool at 25c yard.  
White flannels, excellent values at 15c.

## Children's Clothing

At money saving prices. If we can't save you money on children's clothing don't buy from us.  
Boy's 2 pieces double breasted school suits ages 7 to 15 years 98c.  
Boy's blue and brown mixed cassimere school suits ages 7 to 15 years at \$1.39.  
Boy's brown mixed kersey double breasted suits 7 to 15 years at \$2.00.  
Children's 3 piece vest suits ages 4 to 8 years at 98c, \$1.39 and \$1.75.  
Boy's knee pants extra good values at 25c and 49c.  
Boy's corduroy knee pants, a special bargain at 49c.  
Children's chinchilla and melton overcoats ages 4 to 8 years at \$1.48.



## Dress Goods.

Big selling means big values. If our prices for Dress Goods were not lower than elsewhere our sales would not be so large. Its such values as we offer below that hold our friends and constantly increases their ranks.  
Double fold Cotton Warp fancies, regular 15c qualities at 12c.  
33-inch Fancy Brocades in cardinals, wines and navy, a 25c value at 19c.  
36-inch Granite Mixtures, at 25c, regular value would be 35c.  
36-inch all wool Black French Serge, an especially cheap number at 25c yard.  
36-inch all Wool Serges and Henriettas at 49c yard.  
All wool Tricot Flannel at 25c yd.  
54-inch heavy Melton Skirting for skirts or jacket at \$1.00 yd.  
Large line of plain Flannels, in all the popular colors for waists, at 25c yard.  
Fleeced back wrapper Flannels, in new and nobby patterns at 8c, 10c, 12c and 15c.  
54-inch Dress Flannels, in navy blue, cardinal and black, at 50c yard.  
50-inch all wool, home spun Suiting, in light, medium and dark grey at 69c yard.



## Hosiery Bargains.

For father, mother, son, daughter, brother and sister at prices that cannot be matched elsewhere for the same qualities. We bought it much less than the usual selling prices. We sell it to you the same way.  
Ladies' fast black Cotton Hose, 5c pair.  
60 dozen Ladies' heavy seamless fast black Hose, a regular 12c retailer which we will sell at 10c pair.  
30 dozen Ladies' fine imported Topsy black hose, with high spliced heels and double soles which we will sell at 25c pair.  
60 dozen Misses heavy 1x1 ribbed Topsy fast black hose, sizes 5 to 9 1/2, at 10c.  
40 dozen extra heavy bicycle Hose, sizes 6 to 10 at 20c pair; compare them with what others ask 25c for.  
Extra values in Ladies' fleeced lined hose at 10c, 15c and 25c.  
Misses' and Boy's fleeced lined hose at 10c, 15c and 25c.  
In Woolen Hosiery our line is complete and we show equally as good bargains as in cotton.

## Underwear for Men, Women and Children.

How about your underwear supplies. Have you everything you need to carry you through the cold season? If not, let us suggest you get them the first time you come over and not wait until the first cold snap.  
Ladies Jersey ribbed vests, fall weight 15c.  
150 dozen Ladies' fine Jersey ribbed vests and pants, fleeced lined, nicely finished, come in both cream and grey, an extra value at 25c.  
Ladies' all wool scarlet vests and pants at 75c.  
Ladies' fine Australian Wool Vests and pants at 98c.  
Men's heavy grey Undershirts, not the thin light weight, kind usually sold, but a good garment for 25c.  
Men's fleeced Shirts and Drawers, heavy weight and nicely finished at 38c a garment or 75c a suit, usually retailed at \$1.00 suit.  
Men's extra wool fleeced, silk trimmed neck and front Shirts and drawers with pearl buttons, come in tan, blue and white or black and white striped which we will sell at 49c a garment.  
Men's nice quality ribbed balbriggan Underwear, in cream or Salmon color, a regular 65c garment goes for 49c.  
Boy's fleeced lined Undershirts and Drawers, at 19c, it is a regular 25c garment.  
Men's grey wool shirts and drawers at 69c, worth 75c.  
Men's all wool scarlet Undershirts and Drawers at 75c and 98c.  
Men's fine all wool Cashmere Shirts and Drawers at 89c, value \$1.00.  
Excellent values in Canton Flannel Drawers at 23c and 35c.  
Infant's white ribbed Vests 10c. We also show a large line of finer goods in Infant's Vests at 20c, 25c, 39 and 49c.  
100 dozen Children's grey ribbed Vests and pants, fleeced lined and splendidly made at from 5c up, according to the size.

## Union Suits

20 dozen Ladies' Ribbed cream and gray fleeced lined Union Suits full size silk taped neck, a special value at 25c.  
15 dozen Ladies' Oneita Union Suits made of nice Egyptian cotton in silver or balbriggan color, nicely fleeced, silk taped neck and pearl buttons at 49c.  
Extra sizes in Union Suits for large ladies at 59 and 75c suit.  
Ladies' natural wool mixed Oneita Union Suits, finely trimmed and finished at 98c.  
Ladies' nicer quality natural wool Union Suits the regular \$1.50 quality goes at \$1.25 suit.  
Ladies' black wool Oneita Union Suits at \$1.25.  
Misses Egyptian Union Suits, silk taped neck and good weight, all sizes, 28 to 44 at 25c suit, a regular 39c retailer.  
Boy's heavy fleeced lined Union Suits at 49c, excellent values.



## Separate Dress Skirts.

In this department we are showing some of the very latest things that are shown in the largest cities.  
Ladies' black brocaded Dress Skirts, 98c.  
Ladies' fine black brocaded Skirts at \$1.50 and \$1.98.  
Ladies' plain black fine Serge Dress Skirts, an excellent value at \$2.98.  
Special values in all wool black cloth Dress Skirts, trimmed with 3 rows of satin and flared bottom, at \$3.48.  
Finer qualities in all wool Serges, Cheviots and Broadcloths, up to \$10.00.  
Our \$2.50 and \$2.98 Rainy Day Skirts are special leaders and cannot be matched at near that price.  
Special values in Underskirts, from 89c up.

## Millinery Section

Do not forget that we have the best Millinery Department in Lexington where we furnish the latest styles in Millinery and do not charge the regular millinery store prices either. We sell millinery at the same close margin of profit that we do dry goods.

## OUR FALL DISPLAY

is worthy of the most fastidious, whom we can and will please in beauty and style, and delight with the cost.



## Cloaks and Furs.

Just a word about Furs and that is, if you buy a fur collar or scarf of any kind without seeing our line you will make a grand mistake. Below we quote a few of the many values we are offering in this line.  
Black Coney Collarettes, mercerized lining, \$1.39.  
Electric Seal, Astrachan yoke collarettes, \$1.98.  
Fine Electric Seal Collarettes, satin lined \$3.50.  
Stone Marten Collarettes, satin lined, \$4.50.  
Coney Fur Scarf, at 98c and \$1.25.  
Electric Seal and Sable Fur Scarfs, \$1.98.  
Stone Marten Fur Scarfs at \$2.48.  
Ladies' fine plush Capes from \$2.98 for short ones up to \$8.50 for the best grade.  
At \$5.00 we show 3 special values in plush Capes, in both plain and crushed plush, trimmed with Thibet fur and lined with fine mercerized lining.  
Children's Jackets from 98c up.  
Ladies' 27 inch Jackets made of castor Venetian cloth lined with good quality mercerized satteen, neatly trimmed with taffeta. The new military back with yoke effect, \$4.98.  
Ladies' Jackets, 27 inches long, made of good quality Kersey lined with mercerized satteen, colors black and castor at \$4.98.  
Ladies' box coats, 27 inches long, made of all wool Kersey, all silk lined and neatly trimmed with 6 rows of stitching, high storm collar and cuffsleeves, a very cheap coat at \$7.50.  
Ladies' Jackets, 27 inches long of best quality Kersey trimmed with strap seams and yoke effect in the back, lined with best skinner satin, storm collar and cuff best \$10 coat made.  
Ladies' 42 inch Automobile, made of all wool Kersey, lined with satin Panné Velvet Appliqued lapel and yoke back; colors, tan and castor \$15.  
A lucky cash purchase on Oil Cloths and Linoleums puts us in a position to give you better values than any store in Lafayette county.  
About 30 pieces in the lot and we are offering some extra good values at 25c per square yard.  
Small size best quality Moquette Rugs, at 98c.  
Large size best quality Moquette Rugs, in all the newest patterns at \$2.00.  
6 rolls Granite Carpeting, new patterns and the best 25c carpet made.  
Extra super Union Ingrain Carpets 40c yard.  
Extra super cotton chain all wool filled Ingrain Carpets at 48c.  
The best extra super all wool Garpets at 60c yard.

## Floor Oil Cloths, Rugs and Carpets.

A lucky cash purchase on Oil Cloths and Linoleums puts us in a position to give you better values than any store in Lafayette county.  
About 30 pieces in the lot and we are offering some extra good values at 25c per square yard.  
Small size best quality Moquette Rugs, at 98c.  
Large size best quality Moquette Rugs, in all the newest patterns at \$2.00.  
6 rolls Granite Carpeting, new patterns and the best 25c carpet made.  
Extra super Union Ingrain Carpets 40c yard.  
Extra super cotton chain all wool filled Ingrain Carpets at 48c.  
The best extra super all wool Garpets at 60c yard.

## Ladies' Underskirts

Made of mercerized satteen with deep flounce and ruffle at 89c.  
Finer mercerized satteen skirts wide flounce trimmed with 6 rows of corded stitching and ruffle \$1.25.  
In addition to the old style draw string band skirts we carry a large line of the Duxie Adjustable Yoke Skirts. This yoke makes these garments adjustable on both sides to the fraction of an inch. It makes every skirt fit in a that a garment without this yoke cannot fit. They range in price from \$1.00 up. Our special leaders are \$1.50 and \$2.50.



## Shoe Department.

The fact that we sell more shoes than any two exclusive shoe houses in Lexington is pretty good evidence that our prices are right.  
Ladies' kid lace shoes at 98c.  
Godman's genuine Dongola shoes in lace and button, all solid leather at \$1.50. These are regular shoe store \$1.50 shoes. At \$2.50 and \$3.00 are much better values exclusive shoe stores will offer you. You can't afford to do business on the margins we do.  
Children's dongola button shoes, kid spring heel, sizes 5 to 8, at 50c.  
Children's and Misses' all solid Dongola lace shoes, spring heel, sizes 8 to 11 at \$1.00 and \$1.00 pair.  
Misses' of same size, 1 1/2 to 2, at \$1.25.  
Men's heavy buckle shoes, 98c.  
Men's satin calf lace shoes, \$1.00 pair.  
Remember we carry a big line of celebrated "Geiscke" boots and shoes which will save you a little money on them if you will let us.

## Notions

6 papers of pins for 5c.  
3 spools basting thread for 5c.  
White cotton tape 1c per bunch.  
Fine line of shell hair pins 1, 2, 3, 4, and 5c each.  
Wire hair pins 1c bunch.  
Curling irons 3c each.  
Vaseline 5c bottle.  
Glycerine, 10c.  
Machine oil, 5c.  
144 agate buttons for 4c.  
Saffy pins 2c dozen, all sizes.  
Best envelopes 3c bunch.  
30 sheets writing paper for 5c.  
Tooth brushes, 5, 10, 15, 20 and 25c.  
Jet head mourning pins, 3 boxes for 10c.  
Ink, 3c bottle.  
Mucilage, 4c.  
Fine white pearl buttons, 5c dozen.  
Special values in combs at 5c, 8c, 10c and 15c.  
Box writing papers, extra values, at 10c and 15c for box of 24 envelopes and sheets of paper.

## Canton Flannels.

A comparison of values is all we ask then we are sure of selling you your Canton Flannels. The prices range from 5c and 8c up to 15c for the heavy flannel Canton.

Peerless Carpet Warp, spoiled ready to the weaver at \$1.00 a bunch of 5 lbs.

## More Hosiery Bargains

Ladies' and Misses' Woolen Hose at 19, 22c and 25c.  
Men's heavy seamless Cotton Socks, 5c pair.  
Men's blue grey wool mixed Socks, 10c pair.

Just a word before we close about our Busy Basement Department. A visit to our store without looking through the Basement is like eating dinner and forgetting the pie. You will find the Blankets, Carpets, Floor Oil Cloth and Window Shades as well as the regular queensware, hardware, tinware and house furnishing lines shown there

Lexington, Mo.

**FREDENDALL & WILSON**

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